

1 of 2

Rep Firm
Sales Office () WASHINGTON
Salesperson () ALEXANDRA BRADLEY
Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	*1	TH-F	5P-530P	NEWS	:30	\$2,200.00	10/18-10/19	2	1	2	\$4,400.00	
		Sales Remark: V7 DTE CHG										
		V7 More than 2 codes changed										
	*2	TH-F	530P-6P	NEWS	:30	\$2,400.00	10/18-10/19	2	1	2	\$4,800.00	
		Sales Remark: V7 DTE CHG										
		V7 More than 2 codes changed										
	*3	TH-F	6P-630P	NEWS	:30	\$2,800.00	10/18-10/19	1	1	1	\$2,800.00	
		Sales Remark: V7 DTE CHG										
		V7 More than 2 codes changed										
	*6	TH-SU	11P-1135P	NEWS	:30	\$3,200.00	10/18-10/21	3	1	3	\$9,600.00	
		Sales Remark: V7 DTE CHG										
		V7 More than 2 codes changed										
	*7	TH-F	1135P-1235A	LETTERMAN	:30	\$1,200.00	10/18-10/19	2	1	2	\$2,400.00	
		Sales Remark: V7 DTE CHG										
		V7 More than 2 codes changed										

Rep Order# 9842956 Ver# 7 Status Revised
EC'd Yes

Traffic Order# 65601

Printed: 10/17/2012 1:37 PM
Last Received: 10/17/2012 1:23 PM
Showing Buylines: All Rep & Sta Revised Lines

2 of 2

Station WKRC-TV CINCINNATI, OH
Advertiser () POLITICAL ISSUE GROU
Product US CHAMBER COMMERCE
Estimate# 1500
Buyer ANNE BRAUNSCHEIDEL
Phone#
Fax#

Agency () MENTZER MEDIA SERVICES
600 FAIRMOUNT AVE, SUITE 306
TOWSON, MD 21286
Agency C/P1/P2/E //1500
Flight Dates 10/18/2012 - 10/28/2012
Hiatus Weeks

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---REPORT TOTALS---

Report Totals: 10 / \$24,000.00

---SALES MONTHLY TOTALS---

Oct 12: 56 / \$169,900.00

Sales Totals: 56 / \$169,900.00

Station Totals: 56 / \$169,900.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$404,139	CABL	0%	EKRC	0%	UNKN	0%	WBQC	0%	WCPO	30%
		WKRC	42%	WLWT	10%	WSTR	0%	WXIX	17%		

Books null
Demos RA35+

Spot Manager: All, 10/18/12-10/28/12



Date	Weekday	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Description	Estimate #	Priority	Spot #	AE
Advertiser: US Chamber of Commerce												
Agency: Mentzer Media Services												
Station: WKRC-TV												
Order: 65601												
Line: 1												
10/18/12	Thursday	5:20:42 PM	:30	\$2,200.00		5p Local 12 News at Fiv	(5:00:00 PM-5:30:00 PM)	PUS CHAMBER COMMERCIAL 1500		P-1	4	MWASH-
10/19/12	Friday	5:20:02 PM	:30	\$2,200.00		5p Local 12 News at Fiv	(5:00:00 PM-5:30:00 PM)	PUS CHAMBER COMMERCIAL 1500		P-1	3	MWASH-
				\$4,400.00								2
Line: 2												
10/18/12	Thursday	5:57:21 PM	:30	\$2,400.00		5p Local 12 News at Fiv	(5:30:00 PM-6:00:00 PM)	PUS CHAMBER COMMERCIAL 1500		P-1	1	MWASH-
10/19/12	Friday	5:56:51 PM	:30	\$2,400.00		5p Local 12 News at Fiv	(5:30:00 PM-6:00:00 PM)	PUS CHAMBER COMMERCIAL 1500		P-1	2	MWASH-
				\$4,800.00								2
Line: 3												
10/19/12	Friday	6:19:17 PM	:30	\$2,800.00		6p Local 12 News at Six	6:00 PM-6:30 PM	US CHAMBER COMMERCIAL 1500		P-2	1	MWASH-
				\$2,800.00								1
Line: 4												
10/19/12	Friday	7:04:56 PM	:30	\$2,000.00		M-F 7p-730p	7:00 PM-7:30 PM	US CHAMBER COMMERCIAL 1500		P-2	4	MWASH-
10/19/12	Friday	7:27:34 PM	:30	\$2,000.00		M-F 7p-730p	7:00 PM-7:30 PM	US CHAMBER COMMERCIAL 1500		P-2	1	MWASH-
				\$4,000.00								2
Line: 5												
10/19/12	Friday	7:50:59 PM	:30	\$2,000.00		M-F 730p-8p	7:30 PM-8:00 PM	US CHAMBER COMMERCIAL 1500		P-2	1	MWASH-
				\$2,000.00								1
Line: 6												
10/19/12	Friday	11:05:14 PM	:30	\$3,200.00		11p M-Su Local 12 New	11p-1135p	US CHAMBER COMMERCIAL 1500		P-2	2	MWASH-
10/20/12	Saturday	11:06:05 PM	:30	\$3,200.00		11p M-Su Local 12 New	11p-1135p	US CHAMBER COMMERCIAL 1500		P-2	1	MWASH-
10/21/12	Sunday	11:33:55 PM	:30	\$3,200.00		11p M-Su Local 12 New	11p-1135p	US CHAMBER COMMERCIAL 1500		P-2	4	MWASH-
				\$9,600.00								3
Line: 7												
10/18/12	Thursday	11:23:30 XM	:30	\$1,200.00		Letterman	11:35 PM-12:35 XM	US CHAMBER COMMERCIAL 1500		P-2	3	MWASH-
10/19/12	Friday	11:24:30 XM	:30	\$1,200.00		Letterman	11:35 PM-12:35 XM	US CHAMBER COMMERCIAL 1500		P-2	2	MWASH-
				\$2,400.00								2
Line: 8												
10/23/12	Tuesday	8:20:07 PM	:30	\$10,000.00		Tue Reg 1	8:00 PM-9:00 PM	US CHAMBER COMMERCIAL 1500		P-2	2	MWASH-
				\$10,000.00								1
Line: 9												
10/24/12	Wednesday	10:29:00 PM	:30	\$10,000.00		Wed Reg 3	10:00 PM-11:00 PM	US CHAMBER COMMERCIAL 1500		P-1	2	MWASH-
				\$10,000.00								1
Line: 10												
10/25/12	Thursday	9:20:17 PM	:30	\$9,500.00		Thu Reg 2	9:00 PM-10:00 PM	US CHAMBER COMMERCIAL 1500		P-2	2	MWASH-
				\$9,500.00								1
Line: 11												
10/19/12	Friday	10:28:30 PM	:30	\$8,000.00		Fri Reg 3	10:00 PM-11:00 PM	US CHAMBER COMMERCIAL 1500		P-2	1	MWASH-
				\$8,000.00								1

[Filtered by:] [Sorted by: Station]

Spot Manager: All, 10/18/12-10/28/12



Date	Weekday	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Description	Estimate #	Priority	Spot #	AE
Advertiser: US Chamber of Commerce												
Agency: Mentzer Media Services												
Station: WKRC-TV												
Order: 65601												
Line: 12												
10/20/12	Saturday	5:57:56 PM	:30	\$2,000.00		Sat Reg 2	9:00 PM-10:00 PM	US CHAMBER COMMERCIAL 1500		P-2	1	MWASH-
											1	
Line: 13												
10/22/12	Monday	5:20:37 PM	:30	\$2,200.00		5p Local 12 News at Fiv	(5:00:00 PM-5:30:00 PM) PUS CHAMBER COMMERCIAL 1500			P-1	1	MWASH-
10/23/12	Tuesday	5:20:27 PM	:30	\$2,200.00		5p Local 12 News at Fiv	(5:00:00 PM-5:30:00 PM) PUS CHAMBER COMMERCIAL 1500			P-1	2	MWASH-
10/24/12	Wednesday	5:20:32 PM	:30	\$2,200.00		5p Local 12 News at Fiv	(5:00:00 PM-5:30:00 PM) PUS CHAMBER COMMERCIAL 1500			P-1	3	MWASH-
10/24/12	Wednesday	5:03:48 PM	:30	\$2,200.00		5p Local 12 News at Fiv	(5:00:00 PM-5:30:00 PM) PUS CHAMBER COMMERCIAL 1500			P-1	6	MWASH-
10/25/12	Thursday	5:20:57 PM	:30	\$2,200.00		5p Local 12 News at Fiv	(5:00:00 PM-5:30:00 PM) PUS CHAMBER COMMERCIAL 1500			P-1	4	MWASH-
10/26/12	Friday	5:11:25 PM	:30	\$2,200.00		5p Local 12 News at Fiv	(5:00:00 PM-5:30:00 PM) PUS CHAMBER COMMERCIAL 1500			P-1	5	MWASH-
											6	
Line: 14												
10/22/12	Monday	5:42:52 PM	:30	\$2,400.00		5p Local 12 News at Fiv	(5:30:00 PM-6:00:00 PM) PUS CHAMBER COMMERCIAL 1500			P-1	3	MWASH-
10/23/12	Tuesday	5:41:42 PM	:30	\$2,400.00		5p Local 12 News at Fiv	(5:30:00 PM-6:00:00 PM) PUS CHAMBER COMMERCIAL 1500			P-1	2	MWASH-
10/23/12	Tuesday	5:58:06 PM	:30	\$2,400.00		5p Local 12 News at Fiv	(5:30:00 PM-6:00:00 PM) PUS CHAMBER COMMERCIAL 1500			P-1	6	MWASH-
10/24/12	Wednesday	5:49:18 PM	:30	\$2,400.00		5p Local 12 News at Fiv	(5:30:00 PM-6:00:00 PM) PUS CHAMBER COMMERCIAL 1500			P-1	1	MWASH-
10/25/12	Thursday	5:41:52 PM	:30	\$2,400.00		5p Local 12 News at Fiv	(5:30:00 PM-6:00:00 PM) PUS CHAMBER COMMERCIAL 1500			P-1	4	MWASH-
10/26/12	Friday	5:57:56 PM	:30	\$2,400.00		5p Local 12 News at Fiv	(5:30:00 PM-6:00:00 PM) PUS CHAMBER COMMERCIAL 1500			P-1	5	MWASH-
											6	
Line: 15												
10/23/12	Tuesday	6:28:11 PM	:30	\$2,800.00		6p Local 12 News at Six	6:00 PM-6:30 PM US CHAMBER COMMERCIAL 1500			P-2	1	MWASH-
10/24/12	Wednesday	6:05:34 PM	:30	\$2,800.00		6p Local 12 News at Six	6:00 PM-6:30 PM US CHAMBER COMMERCIAL 1500			P-2	3	MWASH-
10/25/12	Thursday	6:28:26 PM	:30	\$2,800.00		6p Local 12 News at Six	6:00 PM-6:30 PM US CHAMBER COMMERCIAL 1500			P-2	2	MWASH-
											3	
Line: 16												
10/22/12	Monday	7:10:12 PM	:30	\$2,000.00		M-F 7p-730p	7:00 PM-7:30 PM US CHAMBER COMMERCIAL 1500			P-2	4	MWASH-
10/23/12	Tuesday	7:11:12 PM	:30	\$2,000.00		M-F 7p-730p	7:00 PM-7:30 PM US CHAMBER COMMERCIAL 1500			P-2	1	MWASH-
10/24/12	Wednesday	7:04:41 PM	:30	\$2,000.00		M-F 7p-730p	7:00 PM-7:30 PM US CHAMBER COMMERCIAL 1500			P-2	2	MWASH-
10/25/12	Thursday	7:04:41 PM	:30	\$2,000.00		M-F 7p-730p	7:00 PM-7:30 PM US CHAMBER COMMERCIAL 1500			P-2	3	MWASH-
10/26/12	Friday	7:28:04 PM	:30	\$2,000.00		M-F 7p-730p	7:00 PM-7:30 PM US CHAMBER COMMERCIAL 1500			P-2	5	MWASH-
10/26/12	Friday	7:10:12 PM	:30	\$2,000.00		M-F 7p-730p	7:00 PM-7:30 PM US CHAMBER COMMERCIAL 1500			P-2	6	MWASH-
											6	
Line: 17												
10/22/12	Monday	7:35:30 PM	:30	\$2,000.00		M-F 730p-8p	7:30 PM-8:00 PM US CHAMBER COMMERCIAL 1500			P-2	1	MWASH-
10/23/12	Tuesday	7:43:22 PM	:30	\$2,000.00		M-F 730p-8p	7:30 PM-8:00 PM US CHAMBER COMMERCIAL 1500			P-2	2	MWASH-
10/25/12	Thursday	7:35:00 PM	:30	\$2,000.00		M-F 730p-8p	7:30 PM-8:00 PM US CHAMBER COMMERCIAL 1500			P-2	3	MWASH-
											3	
Line: 18												
10/22/12	Monday	11:30 XM	:30	\$1,200.00		Letterman	11:35 PM-12:35 XM US CHAMBER COMMERCIAL 1500			P-2	3	MWASH-
10/23/12	Tuesday	11:46:15 PM	:30	\$1,200.00		Letterman	11:35 PM-12:35 XM US CHAMBER COMMERCIAL 1500			P-2	1	MWASH-

[Filtered by:] [Sorted by: Station]

Spot Manager: All, 10/18/12-10/28/12

Date	Weekday	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Description	Estimate #	Priority	Spot #	AE
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Advertiser: US Chamber of Commerce

Agency: Mentzer Media Services

Station: WKRC-TV

Order: 65601

Line: 18

10/24/12	Wednesday	2:24:00 XM	:30	\$1,200.00		Letterman	11:35 PM-12:35 XM	US CHAMBER COMMERCIAL 1500		P-2	6	MWASH-
10/24/12	Wednesday	1:46:45 PM	:30	\$1,200.00		Letterman	11:35 PM-12:35 XM	US CHAMBER COMMERCIAL 1500		P-2	2	MWASH-
10/25/12	Thursday	1:46:30 PM	:30	\$1,200.00		Letterman	11:35 PM-12:35 XM	US CHAMBER COMMERCIAL 1500		P-2	4	MWASH-
10/26/12	Friday	2:11:30 XM	:30	\$1,200.00		Letterman	11:35 PM-12:35 XM	US CHAMBER COMMERCIAL 1500		P-2	5	MWASH-
											6	
				\$7,200.00								

Line: 19

10/22/12	Monday	1:18:34 PM	:30	\$3,200.00		11p M-F Local 12 News	11:00 PM-11:35 PM	US CHAMBER COMMERCIAL 1500		P-2	4	MWASH-
10/23/12	Tuesday	1:33:30 PM	:30	\$3,200.00		11p M-F Local 12 News	11:00 PM-11:35 PM	US CHAMBER COMMERCIAL 1500		P-2	1	MWASH-
10/24/12	Wednesday	1:33:30 PM	:30	\$3,200.00		11p M-F Local 12 News	11:00 PM-11:35 PM	US CHAMBER COMMERCIAL 1500		P-2	3	MWASH-
10/25/12	Thursday	1:34:30 PM	:30	\$3,200.00		11p M-F Local 12 News	11:00 PM-11:35 PM	US CHAMBER COMMERCIAL 1500		P-2	2	MWASH-
10/26/12	Friday	1:12:53 PM	:30	\$3,200.00		11p M-F Local 12 News	11:00 PM-11:35 PM	US CHAMBER COMMERCIAL 1500		P-2	6	MWASH-
10/26/12	Friday	1:34:30 PM	:30	\$3,200.00		11p M-F Local 12 News	11:00 PM-11:35 PM	US CHAMBER COMMERCIAL 1500		P-2	5	MWASH-
											6	
				\$19,200.00								

Line: 20

10/23/12	Tuesday	3:40:18 PM	:30	\$10,000.00		Tue Reg 1	8:00 PM-9:00 PM	US CHAMBER COMMERCIAL 1500		P-2	1	MWASH-
											1	
				\$10,000.00								

Line: 21

10/24/12	Wednesday	1:43:30 PM	:30	\$10,000.00		Wed Reg 3	10:00 PM-11:00 PM	US CHAMBER COMMERCIAL 1500		P-1	1	MWASH-
											1	
				\$10,000.00								
				\$169,900.00								56
				\$169,900.00								56
				\$169,900.00								56
				\$169,900.00								56
				\$169,900.00								56

[Filtered by:] [Sorted by: Station]